

COURSE: Marketing for non-Marketers

LENGTH OF COURSE: Two days

LEARNING OBJECTIVES: To encourage the participants to understand what marketing is and how it assists in the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.(American Marketing Association)

COURSE DESCRIPTION :A course to help the manager understand

- The external marketing environment.
- Market segmentation and how this is used in target marketing.
- The key factors that influence the consumer buying process.
- Categories of organizational markets and explain how organizational buying behaviour differs from consumer buying behaviour.
- The importance of branding and packaging.
- Product, Place, Price and Promotion.
- Advertising and other promotional tools and how to use them.

COURSE OUTCOME: To produce more effective managers with a broad understanding of the theoretical implications of marketing.

SUITABLE FOR: Entrepreneurs, business owners and managers, junior managers within the discipline and other managers from different functions who may need a basic understanding of the product to enable them to more fully understand the business and make them more effective managers.